



**The first Truffles' fast food
in franchising.**

FRANCHISING 10 GRAMS





**A new way
to eat truffles.**



BUSINESS CONCEPT

Truffle dishes in an innovative formula.

10

Grams is the first format that combines dishes with truffles to fast food consumption.

The name born from the quantity of truffles in every dish: enough to make all the quality feel of the product, but not enough to increase the prices on the menu. **The**

mission of 10 Grams in fact is to allow anyone to enjoy the unique taste of truffles with a simple menu but that knows how to leave your mark, at a cost absolutely competitive. The idea came from the experience of the manager, **Giorgio Gaffi**, in the trade of Italian truffles in Italy and abroad and in the management of catering activities specializing in menus based on truffles.

Part of Gaffi Holding is the famous Brussels starred restaurant 'La Truffe Noire' -Opened in 1988 and famous throughout Europe for its dishes especially based on truffles. The part of the business related to the commercialization of truffles has 2 offices in Italy, Cascia (-Umbria) and Milan; plus one in Brussels.

In Umbria, the Holding owns lands for the collection of wild truffles and has recently started a production of truffle plantations.

The concept of **10 Grams** format fuses a tradition of high cuisine like dishes based on truffle and the eating trend in the formula "street" that sees rooms with few seats, attractive and convenient packaging, dishes suitable to be tasted quickly but always pleasant.

In this way the truffle is offered to all types of customers and at the same time one spreads gastronomic culture usually always relegated to a niche of consumers..

This mix has guaranteed **the success of the Milan sales point** that has always registered numbers taller, even among the younger ones who usually do not know or do not like this ingredient because tied to a mature and traditional audience. Instead, today, we can say that the street formula food

and sensible marketing strategies have allowed the brand to promote the truffle culture e therefore **increase sales volumes.**

After the Pop Up in Milan (which was initially supposed to last 2 months, but lasted for 2 years!!)
10 Grams opened in the most famous Food Market in Belgium: Wolf in Brussels, where for almost 3 years it has been consistently among the top restaurants in terms of business turnover.

It's already official the next opening of a Bistrot-Restaurant in the beautiful Chatelain district in Brussels for the end of April and another street food opening for the end of May in the Food Court of the beautiful city of Tournai in Belgium.

Truffle consumption is growing all over the world and the quality of the Italian truffle is so famous that it becomes a strong lever attractive for those tourist areas with a tourist vocation.

The special union between
the exclusivity of truffles and
the accessibility of fast food.



OUR STRENGTHS

Why choose 10 Grams?

1. Uniqueness

The main force of 10 Grams lies in the uniqueness of its business and format. **Associate the eat of truffles from a fast food perspective has changed the rules of the game in the sector.**

10 Grams offers a new way to consume the truffle that the customer appreciates and above all a unexpected customer. In fact, more and more young people approach the truffle thanks to the innovative menu of 10 Grams. Being affiliated to 10 Grams means being a step ahead of everyone.

2. Expertise

Based on many years of experience in the truffle trade, in its processing and preparation, the management of 10 Grams can offer the franchisee a complete service of supplying this precious raw material at absolutely competitive costs. This logistical advantage allows also to the affiliate to easily align himself to the menu proposed by the Franchisor since every single recipe is studied precisely on the measure of the quantity of truffle necessary for its preparation.

3. Flexibility

The franchisee can decide to open a 10 Grams store in the classic formula from **"Fast food"** with a shop window in the street, or in a Food Market/Food Court in the Malls-Stations-Airport with few seats and allocated in areas with high pedestrian traffic and in the middle of the moved, or open with a more traditional formula, the **Bistro 10 Grams**: restaurant with seating and table service. Choosing this last modality there will be greater initial investments but there will be exponentially greater earnings, being able to greatly expand the offer of alcoholic beverages and cocktails where the refills are absolutely greater.

Both formats are provided "turnkey" against the investment cost paid by the franchisee. Assistance for marketing activities included.

A menu that meets
everyone's tastes.



10 GRAMS'S OFFER

All the truffle flavors in our menu.

The truffle is at the base of the 10 Grams menu. From the first to the second, from the side dishes to the desserts, the truffle is proposed in any shape suitable for a quick, comfortable and tasty eat. The recipes of 10 Grams have been studied (and continue to be) both in the optimization of the costs of preparation and in the final offer to the customer who can “access” the truffle by spending less than the market average. The 10 Grams menu consists of:



DELICACIES



MAIN DISHES



ITALIAN TOAST



SANDWICHES



DESSERTS



DRINK

The compact menu includes three-four dishes per category that are managed on a seasonal rotation. The procurement and optimization of the menu are followed by the parent company that will provide the affiliate directly with the menu and supply price updates.





FRANCHISING OFFERING

What we ask.

	FORMAT STREET	FORMAT BISTRO
MEDIUM INVESTMENT FOR PREPARATION INCLUDING EQUIPMENT	average \$ 120.000	average \$ 200.000
ENTRY FEE	\$ 5.000	\$ 7.000
ROYALTY	7% on the monthly turnover starting from the first year	8% on the monthly turnover starting from the first year
LOCATION	of commercial, tourist and / or business appeal, preferably in the city center or areas with a strong pedestrian crossing, gallery	
AVERAGE STORE SIZE	60 sqm minimum	150 sqm minimum
MINIMUM UTILITY AREA	150.000 inhabitants	200.000 inhabitants

For imports VAT is not included.





The format that has changed
the world of truffles.

FRANCHISING OFFERING

What we offer.

3D design and complete set-up of the Point of Sale
(excluding masonry and plant engineering).

Support for the evaluation of the location with geomarketing criteria.

Furniture and technical equipment.

Pre-opening training course to learn appropriate skills in managing resources,
marketing and sales management and customers.

On-site assistance of a three-day expert for the start-up procedures.

Operational manuals complete with all procedures, standard forms
and operating guides with clear and detailed technical sections.

Customized management software with dedicated area on the website
and personalized e-mail.

License for use of the brand and corporate identity and supply
of personalized clothing for sales personnel.

Marketing and communication activities during the start up phase
of activities and subsequent ones;
digital marketing activities and centralized social media marketing.

Centralized supply of raw materials and / or suppliers indicated by the Franchisor.



Gaffi Holding -Boulevard de la
Cambre 12; 1000 Bruxelles.

-Via Solferino 7 ; 20121 Milano

-Fraz. Onelli 06043 Cascia -
Perugia



(+39) 339 39 24 761



g.gaffi@truffenoire.com info@tengrams.it



www.tengrams.it www.truffenoire.com

